Barnes & Noble NOOKcolorâ„¢ Wins Last Gadget Standing CES 2011: â€œPeopleâ€™s Choice Awardâ€

NEW YORK -- (BUSINESS WIRE) -- Barnes & Noble, Inc. announced that NOOKcolor, the first full-color touch Reader's Tablet, today received high honors as the "People's Choice Award" winner at the celebrated Last Gadget Standing competition at the 2011 International Consumer Electronics Show in Las Vegas. The device won in a landslide, besting competitors with more than 60% of the nearly 5,000 votes cast by consumers and technology lovers online.

"We're thrilled and honored that the people have spoken and chosen NOOKcolor as the Last Gadget Standing "People's Choice Award" winner. This recognition is further testament to the innovative product we've created that delivers the ultimate reading experience," said Jamie Iannone, President of Digital Products, Barnes & Noble. "It is clear that people are excited to read everything they love - books, magazines, newspapers, kids books and more - in rich beautiful color as NOOKcolor has quickly become our bestseller. We're grateful to all the employees and partners who worked tirelessly on the product in order to bring NOOKcolor to our valued customers."

The Last Gadget Standing CES 2011 "People's Choice Award" is the latest accolade for NOOKcolor, which also was named an Editor's Choice pick by leading technology sites, one of TIME Magazine's Top 10 Gadgets of 2010 and one of Huffington Post's Top 10 Gadgets of the Decade.

Barnes & Noble's NOOK brand of eReading products makes it easy to read what you love, anywhere you likeâ„¢ with a fun, easy-to-use and immersive digital reading experience. With NOOK, customers gain access to Barnes & Noble's expansive NOOKbookâ„¢ Store of more than two million digital titles, and the ability to enjoy content across a wide array of popular devices. NOOK products are the most full-featured, dedicated eReading devices on the market.

NOOKcolor ($249), the first full-color touch Reader's Tablet, provides the ultimate reading experience with a stunning 7-inch VividView Color Touchscreen to read all of the content you love. For book lovers, NOOK 3G ($199) and NOOK Wi-Fi® ($149) offer a paper-like reading experience with a color touch screen for navigation.

In Barnes & Noble stores, NOOK owners can access free Wi-Fi connectivity, enjoy the Read In Store's feature to read NOOKbooks for free, and the More In Storeâ„¢ program, which offers free, exclusive content and special promotions. Barnes & Noble was the first company to offer digital lending for a wide selection of books through its LendMe technology, available through NOOK eReading products.

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